



## Welcome

I extend a warm welcome to the readership of the US Army Medical Research and Materiel Command's Office of Small and Disadvantaged Business Utilization Inaugural Newsletter. The primary intent of this Newsletter is twofold: to provide the many categories of small businesses and Historically Black Colleges and Universities and Minority Institutions (HBCU/MI) additional insight on how to increase their participation in the procurement process and provide a quick view on what's on the horizon in terms of business opportunities within the Department of Defense. As always, United States Army Medical Research and Materiel Command (USAMRMC) welcomes your comments and suggestions on how we can continuously improve our support to the small business/HBCU/MI community. Please feel free to email us at the address listed on the bottom portion of the reverse page of this Newsletter.

## Small Business Partnerships

During the past year, I have witnessed first hand and read several great news stories of small businesses in their quest to win a contract award from the Department of Defense. Does this sound familiar? Yes indeed! As savvy business people, we all understand the value of collaborating with our competitors to become successful. Many large companies have and continue to use this joint venture approach in their daily business arrangements. I ask that if you have not considered partnerships, joint ventures, or strategic collaborations, that you and your business staff take a look at whether this can enhance your ability to compete and perhaps win a contract award. I understand that joint ventures are not the magic answer, nor can it be a guarantee, but I recommend you consider how participating in such a venture can boost your visibility as a small business or even a HBCU/MI. If you're interested in the Department of Army's Mentor-Protégé Program, which is another option, please visit <http://www.sellingtoarmy.info> and click onto the icon entitled Mentor-Protégé Program.

## Available Resources:

- <http://www.sellingtoarmy.info>
- <https://mrmc.detrack.army.mil>
- <http://www.detrack.army.mil>
- <http://www.usamraa.army.mil>
- <http://cdmrp.army.mil>
- <http://www.tatrc.org>
- <http://www.sba.gov>
- <http://www.mdptap.umd.edu>
- <http://www.vetbiz.gov>

## Upcoming Events:

**USAMRMC 2004 Defense  
Medical & Procurement Conference**  
Baltimore, MD  
June 21-23, 2004

## Marketing to the Departments of Army and Defense

As you probably know, marketing your capabilities to the Department of Defense can be, at times, challenging. Are there any secrets to the marketing mix? Perhaps, but here are some pointers worth noting. First, when communicating to potential customers and small business specialists, keep the email succinct. If you include attachments (an electronic version of your capabilities profile, for example), I recommend that you include not more than two pages (Power Point Presentation). Hopefully, in two pages you can identify your product or service and include other important topics (e.g. GSA Schedule, Acceptance of Government Purchase Card, Small Business Classification/Certification, Past and Current Clients), and approximate dollar value of some most recent awards made by DoD, Federal Government, Academia or Industry. You may want to consider following-up with a telephone call to determine if the recipient actually received the email. If you're planning to visit a military installation, do your research prior to and ascertain whether there are other procurement activities that you can also visit. For example, did you realize that Fort Detrick has eight procurement activities on the installation? Additional information can be obtained by visiting the Fort Detrick Installation Website at <http://www.detrack.army.mil> and clicking on the Fort Detrick Contracting Community icon, which is currently located in the center portion of the web page.



## Advice and Recommendations

I would like to share some recommendations from Ms. Tracey Pinson, Director, OSADBU. At one particular meeting that I attended, Ms. Pinson emphasized to the small business audience the following: Patience, Persistence, and Pounding the Pavement. I refer to these as the three Ps. The three Ps are sometimes easier to remember, versus executing. Dr. Alice H. Thomas, Executive Assistant to the President and Director of Sponsored Programs and Applied Research, Sojourner-Douglas College stated that small businesses should possess Credibility, Creativity, and Collaboration. These qualities (the three Cs) are essential ingredients that are vital to the success of any business, especially small businesses.

I have spoken with Commanders, Directors, Principal Investigators, Logisticians, Physicians, etc., about what their expectations are from small businesses and academia. It is no surprise that they desire businesses that are committed to exceeding customer expectations, providing relevant and innovative business solutions/products and services at a fair and reasonable price. When time permits, it is advisable that you and your business staff analyze your Strengths, Weaknesses, Opportunities and Threats (SWOT). Do you need to incorporate some changes to your business plan? Are you being proactive instead of reactive to the Customers' needs?

## Small Business Opportunities in Iraq

A reminder: Please don't forget about seeking out business opportunities in Iraq. For more information, please visit <http://www.sellingtoarmy.info>.

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I hope that these topics within this Newsletter are of value to you. Please feel free to email us at the address listed below:

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## New Initiatives

The USAMRMC is currently working towards enhancing the Small Business website, to include an interactive training module for small businesses and HBCU/MI. Considering the significant increase of emails, telephone calls and personal meetings, the USAMRMC remains committed to being an advocate for small businesses and the HBCU/MI community. We're optimistic that the future interactive training module will provide critical information to small businesses about the varied and global mission of USAMRMC and how to compete for procurements. Another initiative that's worth noting is the availability of the Advanced Acquisition Forecast (AAF) from not only USAMRMC, but also other members of the Fort Detrick Contracting Community (FDCC). Fiscal Year 2004 data is being compiled and processed into the database by each participating FDCC member, with additional input for Fiscal Year 2005. These forecasts will enable a small business or academia to see what procurements are on the horizon. The AAF link can be found by visiting the websites of each FDCC member or by accessing the following sites:

<http://www.detrack.army.mil>

<http://www.mrmc.smallbusopps.army.mil>

<http://www.usamraa.army.mil>

## Information for Contractors

Contractors interested in understanding the requirements from the Department of Defense's Defense Contract Audit Agency (DCAA), can visit <http://www.dcaa.army.mil>. The DCAA Pamphlet No. 7641.90 entitled **Information for Contractors**, dated January 2004 provides a wealth of information and models that illustrate some of the more frequent requirements that contractors encounter when working with DCAA auditors and in responding to the Government procurements and administrative process.

**NEXT ISSUE—OCTOBER 2004**